



Growth Survey 2018

“How can we provide Skills for Life to more young people?”

Peter Oliver
November 2018

merseysidescouts.com
[#SkillsForLife](https://twitter.com/SkillsForLife)



Scouts
Merseyside

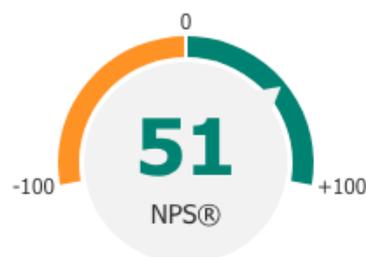
Survey Participant Summary

Role	
Section Leader, Assistant Section Leader or Section Assistant	120
Group Scout Leader	29
Supporter (Programme) e.g. Assistant District/County Commissioner (Section)	10
Supporter (Other Area) e.g. Assistant District/County Commissioner (Activities)	4
District Commissioner / Deputy District Commissioner	11
Executive Committee Member	11
Administrator	3
Other	17
Total number of participants in the survey	205

District	Total	%age of Adults
Altside	24	8.1%
Bebington	6	2.4%
Birkenhead	14	4.5%
Crosby	13	9.8%
Formby	11	9.9%
Liverpool North	16	4.9%
Liverpool South	26	8.4%
Southport	22	7.6%
St. Helens	27	5.8%
Wallasey	22	9.4%
West Wirral	19	4.2%
County	4	4.9%
Other	1	-
Total number of participants in the survey	205	

How important is it to you personally, that we support the growth of Scouting across Merseyside?

Promoters	124
Passives	63
Detractors	18



Note: Given the Net Promoter Score (NPS) range of -100 to +100; a “positive” score or NPS above 0 is considered “good”, +50 is “Excellent,” and above 70 is considered “world class.” Based on global NPS standards, any score above 0 would be considered “good.”

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If you are involved in running a Section, has your Section grown over the last year?

● Yes	104
● No	67
● Don't know	16

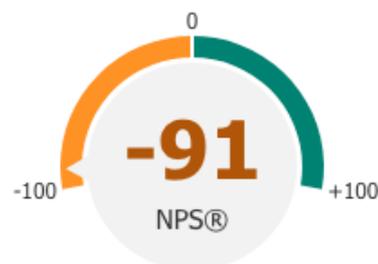


If your Section hasn't grown over the last year, what do you think are the blockers?

Rank	Reason	%age of Responses
1	We don't have enough adult volunteers, if we had more, we could take more young people	28.5%
2	We're comfortable with the numbers we have and don't want to increase them	16.2%
3	Our meeting place couldn't cope with more young people	15.6%
4	Other (Unspecified)	11.7%
5	We don't have enough interested young people, we could take more if they wanted to join	10.1%
6	We recruit new adults, but they don't stay for long	7.3%
7	We don't really know how to go about recruiting new adults	6.7%
8	We recruit new young people, but they don't stay for long	2.2%
9	We don't really know how to go about recruiting new young people	1.7%

How easy do you find it to recruit new adult volunteers?

Promoters	3
Passives	14
Detractors	188



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How easy do you find it to recruit new young people?

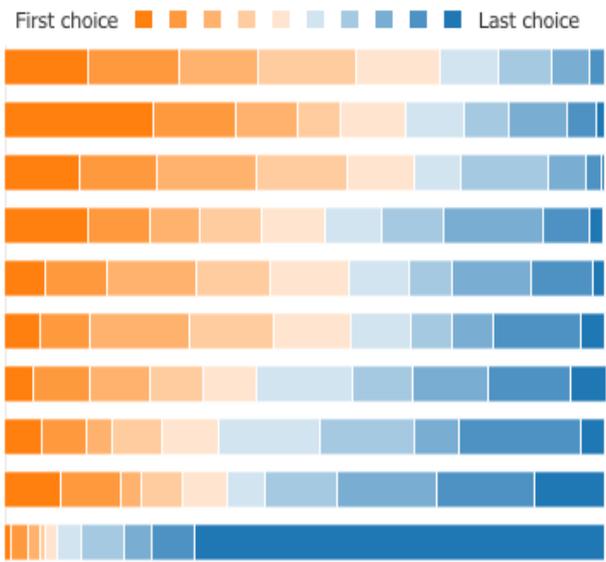
Promoters	60
Passives	77
Detractors	68



Note: Given the Net Promoter Score (NPS) range of -100 to +100; a "positive" score or NPS above 0 is considered "good", +50 is "Excellent," and above 70 is considered "world class." Based on global NPS standards, any score above 0 would be considered "good."

Please rank in the order of importance, what you think would help us to grow, and sustain growth...

Rank	Option
1	Local media campaigns to promote Scouting, focused on adult recruitment
2	Employing a Development Officer to strengthen existing Sections where they need more adults and young people
3	Increased support to existing adults with delivering programmes
4	Building a volunteer team to open new Sections and Groups
5	Improving the welcome and induction for new adults
6	Improving training and ongoing support for adults
7	Employing a Development Officer to train adults to recruit other adults
8	Local media campaigns to promote Scouting, focused on young people recruitment
9	Employing a Development Officer to open new Sections and Groups
10	Engage with independent youth groups to see if they have thought about becoming part of a structured youth provision, such as Scouting

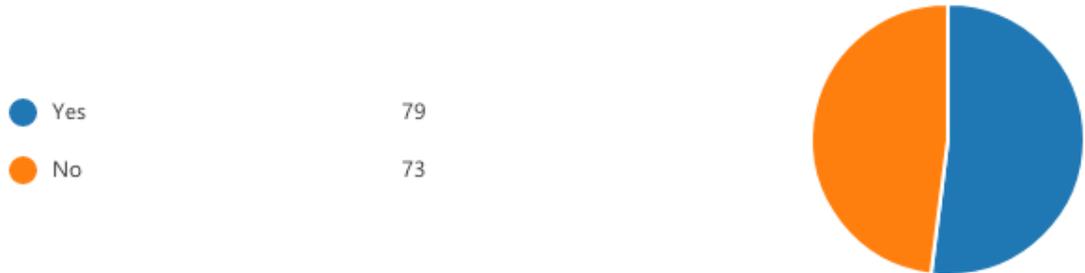


Have you heard of The Scout Association's Regional Services Team?

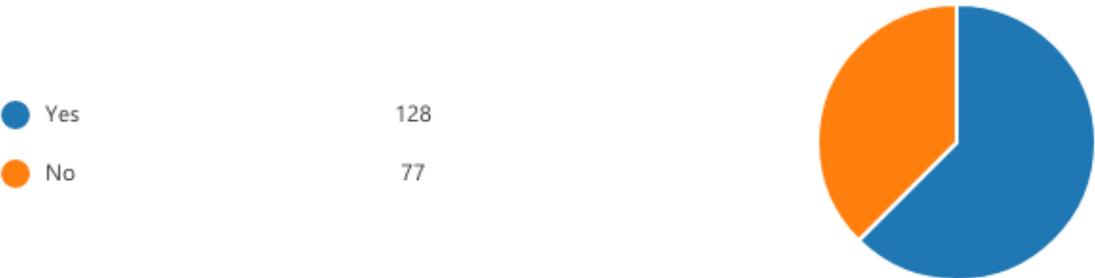
Yes	96
No	109



If you have heard of The Scout Association's Regional Services Team, did you know that they provide employed Development Officers to support growth - specifically opening new Sections?



Are you aware that there are startup grants available for new Sections that open in deprived areas?



How passionate are you about growing Scouting?



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Would you be interested in getting involved in supporting the growth of Scouting across Merseyside as a volunteer?

● Yes	26
● No	105
● Maybe	74



Note: 60 respondents provided more information in answering this question; with 53 providing their name so that we may contact them to discuss whether they are able to support future growth work.